

# CUSTOM TRANSFER MAGIC



**dowling** *Graphics* **INC.**

CUSTOM TRANSFER GUIDE

REV. 1/2023

# Dowling Graphics Custom Heat Transfers

We offer **Regular Plastisol** transfers for your 100% cottons & 50% cotton blends.

We also have our **Polyplasti** transfers for your 100% polyesters, 100% cottons & blends.

Please let us know which product you require when submitting your files.

**Please review the following pages for any of your custom transfer questions.**

You may always upload your files on our website or email us them for review and quotes.

Our image area on our assorted sheet sizes is your space to fill! You may gang the sheets anyway that works best for you!

If you are unable to supply artwork, send us whatever you have and we will quote creating the artwork for you!

Our turnaround time on sheet sizes 1 – 3 is normally 2-3 business days with supplied art. Once your order is in place, we will confirm ship dates.

We ship UPS unless otherwise requested.

We accept Visa, Mastercard, Discover and American Express.

**Order Acceptance:** We reserve the right to accept or reject any job. Pricing and delivery quoted are subject to receipt, clarification and, or the approval of final artwork and specifications.

**Print Ready Files:** Will be processed "As Is". If you choose to supply Print Ready Artwork, it is assumed that the files were sent proofed, approved and are Print Ready. Dowling Graphics is not responsible for errors that may occur from the use of customer supplied Print Ready artwork files.

**Product Overage and Shortages:** Due to manufacturing process and our rigid quality standards there will be overruns and occasional shortages on runs. Dowling Graphics does its best to minimize such occurrences; we do however reserve the right to ship and bill or credit your account for up to 10% over or under the desired quantity.

**Infringement:** When custom orders are produced with supplied art to the customer's specifications, the customer shall hold Dowling Graphics, Inc. harmless from liability for copyright, trademark, or patent infringement, property rights violations, claims of libel, scandal or obscenity, invasion of privacy or other personal rights violations.

**Claims:** Claims for shortages, damaged or incorrect custom transfers must be made within 5 days of receipt of order. UPS requires that you maintain the original packaging in order to file a claim

**Our Guarantee:** Dowling Graphics guarantees the workmanship and quality of our custom screenprinted transfers for 4 months. We will issue a credit for the cost of the transfers that are returned to us for quality related issues, within 4 months of original purchase.

**Our Custom Transfer Department's hours are 8:30 am to 5:00 pm Eastern (US) time, Monday-Friday.**

**Toll Free 800-749-6933 Local 727-573-5997 Fax 727-572-9714**

**12920 Automobile Blvd., Clearwater, FL 33762**

# Submitting Art Work

Print Ready artwork must be submitted in electronic form and meet the specifications outlined here in our art file guidelines. Print ready means we do not need to do anything to the file to prepare it for printing.

Electronic File Transfers Files under 20 MB may be e-mailed to your sales representative or to [info@dowlinggraphics.com](mailto:info@dowlinggraphics.com). Files over 20 MB may be uploaded to us from our website, please visit [www.dowlinggraphics.com](http://www.dowlinggraphics.com) and go the custom page to upload your files.

If your file does not fall into any of the acceptable formats, it probably is not Print Ready. You may send what you have and we will quote creating the art for you.

## Spot Color Art Files:

Multi colored designs must be supplied in Vector Artwork (Adobe Illustrator CS5 or Corel up to X5).

One color designs can be supplied in Vector or in Raster format 300dpi to actual print size.

If we need to make any changes to your art to make it print ready we will notify you in advance. We will quote the art time and we will require your approval for those charges.

## Art Charges:

\$20.00 per 1/2 hour for the following services:  
Minor Clean Up of supplied art. • Layout of art on sheet sizes 1, 2, 3 or change to an existing layout on file.

\$40.00 per hour - 1 hour minimum charge for the following services • Creating new computer generated art files for text or simple graphic designs. • Layout of art on size 4 sheets

## Four Color Process Art Files:

Raster/Pixel Art - Adobe Photoshop up to version CS5 • Layered .PSD files preferred • we also accept JPEG, TIFF, EPS, PNG and Adobe PDF files. All formats listed MUST be submitted at Final Print Size and at 300 dpi (or higher) resolution.

Four color process art cannot be considered for Print Ready pricing or scheduling. Four color process files must be color corrected and be placed into the proper color space by one of our in-house color separators to insure printability and high quality reproduction. Time needed to do this can be quoted once the file is submitted for evaluation.

\$175 Color Correction for designs to be used on white or light colored garments per design. Multiple Images - 3-5 designs \$145.00 per design/6 or more designs \$115.00 per design.

## Spot Color Ink

Please see our Custom Ink Color Chart on page 8 for our in stock selection. Each color is identified by name and it's approximate Pantone (PMS) matching number. Once you have selected your color(s) please indicate each color choice using the ink name and pms# from our Color Chart. If you require a color that is not available on our chart, we recommend you select your desired colors from a current Pantone Formula Guide - Solid Coated version and list the pms # in your file. In-house PMS color matching is \$30.00 per color (initial order) \$15.00 per color (reorders). We will match your PMS selections as close as possible.

## Color Changes:

You may change colors within a run.

\$15.00 Color Change Fee on sheet sizes 1, 2, & 3

\$25.00 Color Change Fee on Sheet Runs 23.5" x 36.0"

## Spot White Ink

**For Vector Files** - All areas of the art that are to be printed with white ink, must be shown in the artwork by using a False White/Spot White (e.g. a pale blue, pink or green color). Color the white areas with your chosen False White/Spot White color, and make a note to us in the file stating that this color should be printed with White Ink (for example, "Please print all areas colored pale blue in white ink")

## For Raster Files That are to be Printed in 1 color (White or any other single ink color)

- Please send all such files in black, 300 DPI at size to be printed and let us know in writing what color ink you want the file to be printed in.

## Underbasing Colors

Many transfer inks are not opaque enough to completely block garment dye migration or "bleeding". Our Color Chart identifies the colors that may require underbasing. Many Pantone PMS color matches may also require the use of an underbase white.

Art Charge to create underbase white plates is \$20.00 for sheet sizes 1, 2, and 3 and \$40.00 for size 4 sheets.

## Fonts

All live text/fonts must be converted to vector (called Curves in CorelDraw) before sending file.

**Regular Plastisol:** Text size for dark inks must be at least as large as 12 Point Non-Compressed/Non-Condensed Helvetica (THIS SIZE).

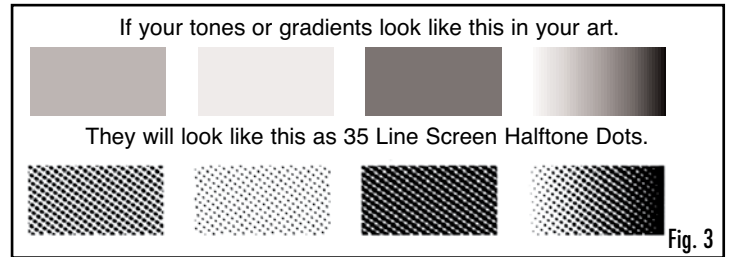
Text size for light inks must be at least as large as 14 Point Non-Compressed/Non-Condensed Helvetica (THIS SIZE).

**Polyplasti:** Text size must be at least as large as 6 Point Non-Compressed/Non-Condensed Helvetica (THIS SIZE).

Avoid using fonts that have small thin lines, varying line weights, thin serifs, as well as very fat letters with small openings inside the letter shapes.

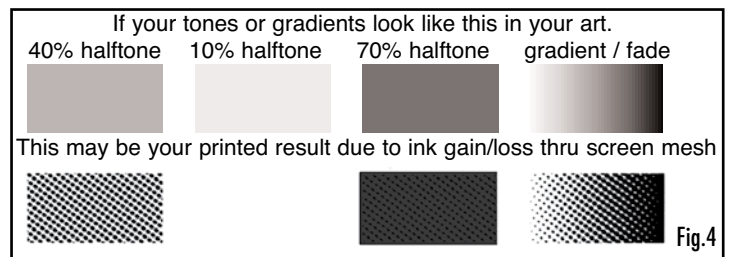
## Halftone Dots

If you are using Gradients or Fades in your spot color artwork remember that the areas of tone are printed at 35 LPI (lines per inch) which makes large halftone dots, with a tonal range of 10%-50%. 35 LPI is the finest line screen we can print with *consistent results*. See example Fig. 3

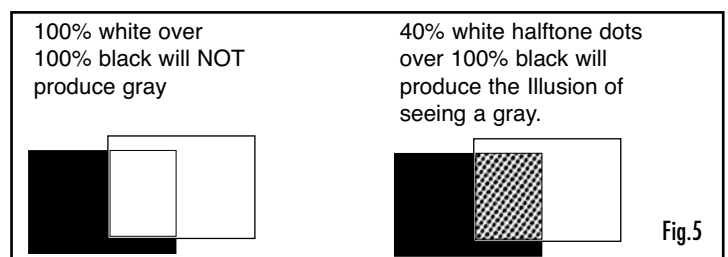


Shades or tones of a spot color above 50% or below 10% can be problematic when printing or during the application/pressing.

See example Fig. 4



You cannot place 100% of one ink color over the top of another color to produce a third color. The second plate **MUST** be a halftone. You can place a shade or tone of a color over another color, so the halftone dots of the second color gives you the illusion that you are seeing a third color. See example Fig. 5



## Polyplasti Specifications:

Guidelines for artwork created for use with Polyplasti are the same as those for regular Plastisol with the exception of the following:

- Line weights with Polyplasti can be as thin as .5 pt (2 pixels) & text can be as small as 6 pt (non italic).

- The smaller line weights and details may have reduced opacity.

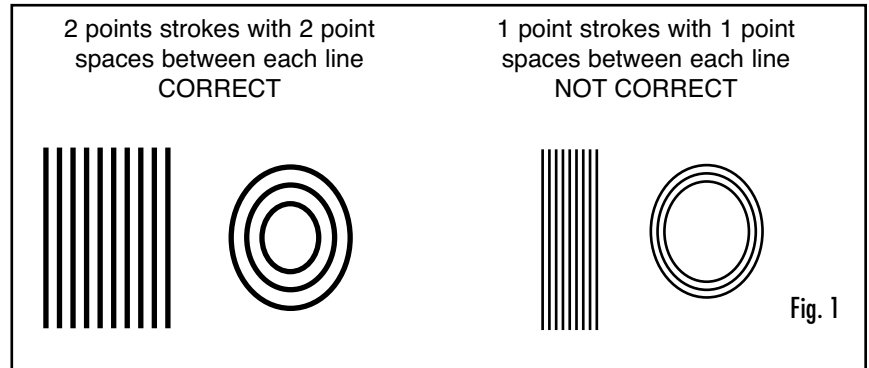
- Multi Color designs will have a thin visible outline of clear around the outside edges of images.

## Spot Color Line Weight Specifications for Regular Plastisol

Line weight refers to the thickness of a line or stroke (basically any area of ink) and the open space is the area between 2 lines or any other areas of ink open to allow garment color to show through between ink areas.

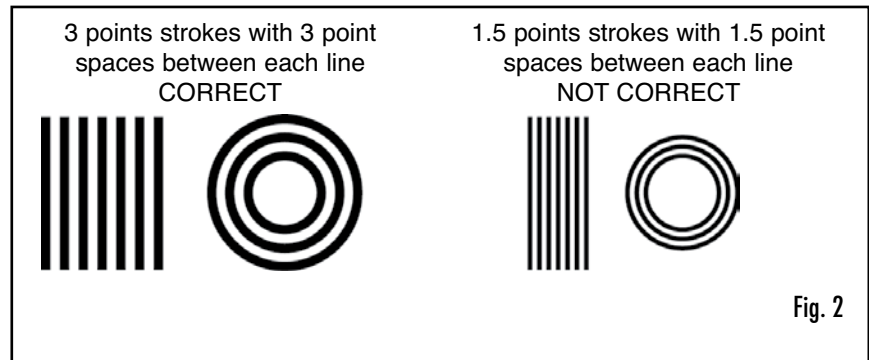
### For Inks to be used on White or Light Colored Garments

All line weights must be a minimum of 2 points (.027") in visible width.  
See example Fig. 1

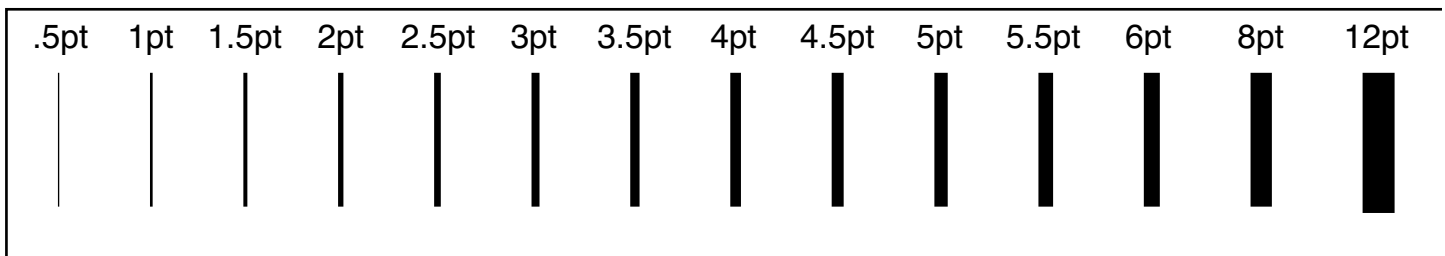


### For Inks to be used on Black or Dark Colored Garments

All line weights must be a minimum of 3 points (.041") in visible width.  
See example Fig. 2



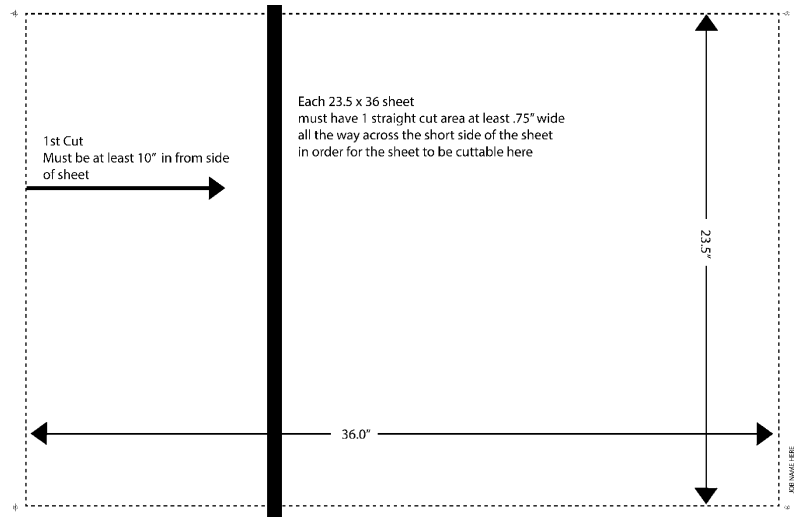
## Examples of Line Weights



## Sheet Cutting Guidelines

Regardless of a design's shape, all designs need to be laid out on the sheet in a rectangular or square image areas to allow for straight cuts.

For the #4 sheet (23.5" x 36") there must be at least one .75" wide cut space all the way across the 23.5" (short side) of the sheet for the first cut, and must be at least 10" in from the edge of the sheet. All other cut spaces can be .50" wide. No Diagonal cuts are possible.



## Sheet Cutting Charges

Sheet sizes 1, 2, & 3: Minimum cutting charge is \$15.00, minimum cut space between each design is .50". Straight cuts only.

Sheet Size #4 (23.5" x 36") The first 8 cuts are free, after 8 cuts there is a \$20.00 (minimum) cutting charge for layouts that require more than 8 cuts.

## Common Design Sizes and Layouts for Transfer Sheets

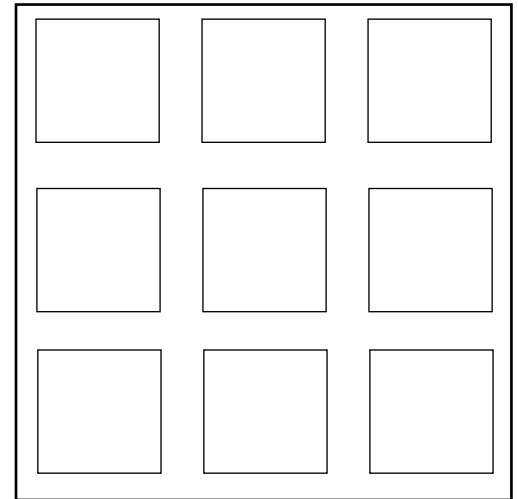
### Size #1 (11" x 11.5" Live Image Area)

Illustration not to scale.

**Layout shown here** - 9 (3.5" x 3") Left Chest Size designs with space for scissor cutting.

#### **Additional Layout Options include:**

1 Adult (11" x 11.5") • 1 Youth (8" x 10") and  
3 Pockets (3" x 3") • 6 Hats (2.5" x 4.5") • 9 Left Chests (3.5" x 3") • 12 Visors (1.5" x 4.5")



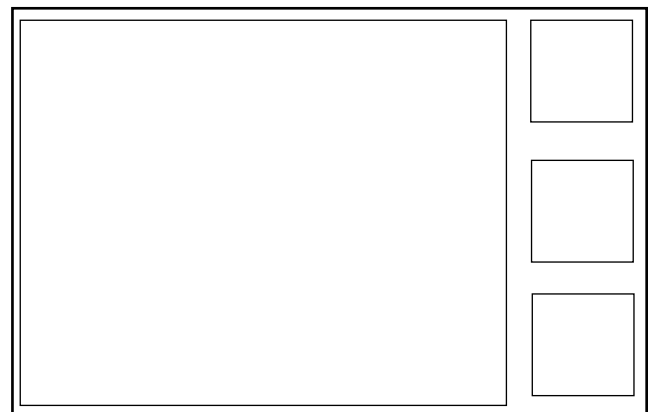
### Size #2 (11" x 17" Live Image Area)

Illustration not to scale.

**Layout shown here** - 1 Adult (11" x 13") & 3 (3.5" x 3") Left Chest Designs with space for scissor cutting.

#### **Additional Layout Options include:**

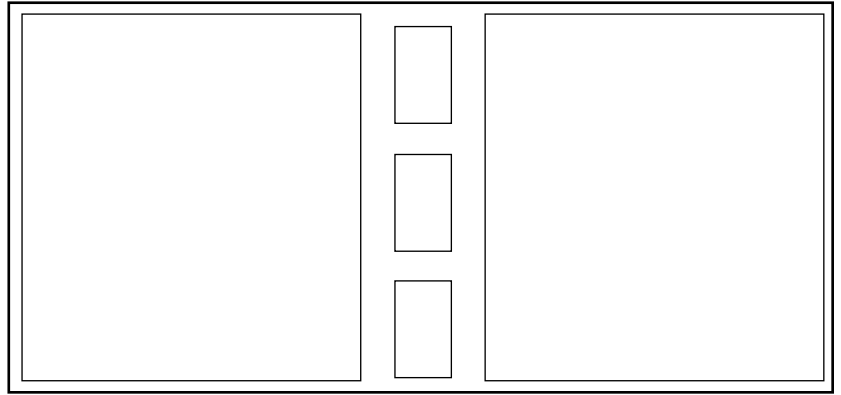
• 1 Adult design (11" x up to 17" - keep in mind sizes of garment and heat press sizes)  
• 2 Youth Designs (8.25" x 10") • 9 Hats (2.5" x 4.5")  
• 12 Pockets (3" x 3") • 15 Visors (1.5" x 4.5")



### **Size #3 (13" x 23" Live Image Area)**

Illustration not to scale.

**Layout shown here** - 2 Adult (10" x 13") & 3 (3.5" x 2") rectangular Left Chest size designs with space for scissor cutting.



#### **Additional Layout Options Include:**

- 1 Adult (up to 13" x 15" - keep in mind sizes of garment and heat press sizes) & 6 pockets (3" x 3")
- 2 Adults (11 x 13")
- 2 Youths (8.25" x 10") and 3 Left Chest (3.5" x 3.5")
- 15 Left Chest (3.5" x 4")

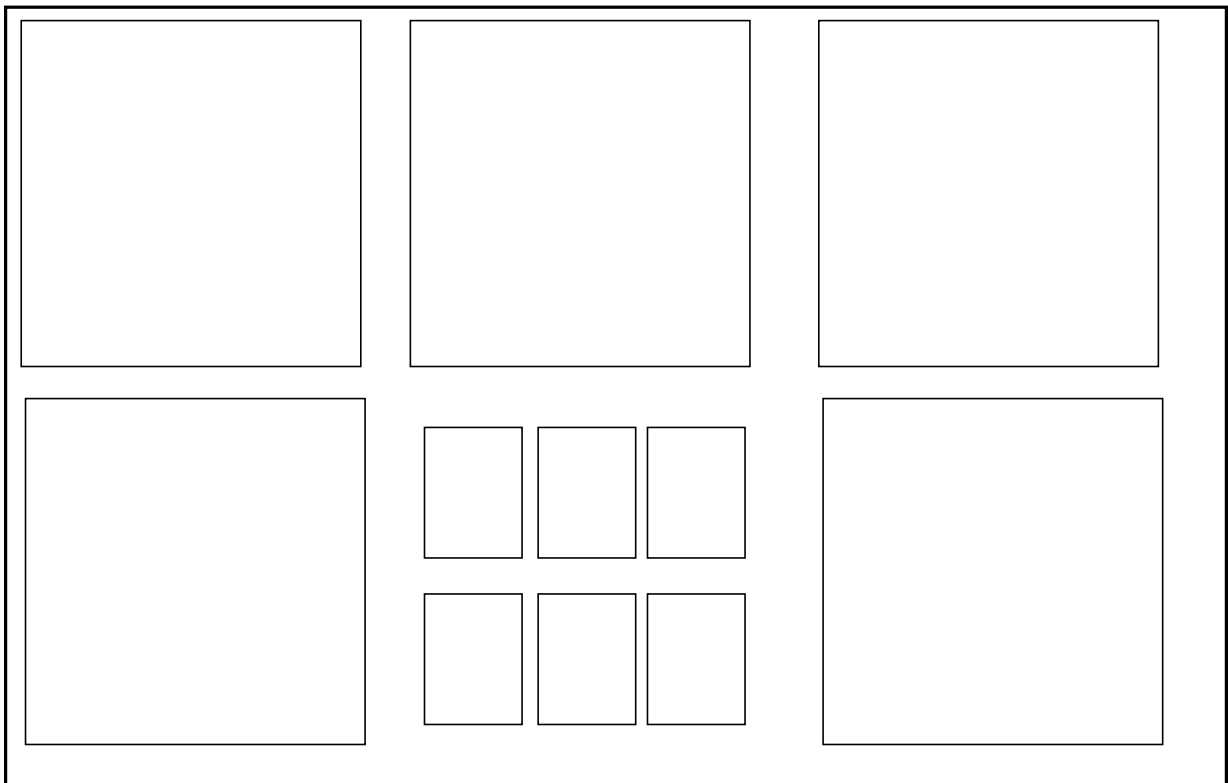
### **Size #4 (23.5" x 36" Live Image Area)**

Illustration not to scale.

**Layout Shown Here** - 5 Standard Adults (11.5" x 11.5") & 6 Left Chests (3.5" x 4")

#### **Additional Layout Options Include:**

- 4 Oversized Adults (up to 11.5" x 17.5" - keep in mind sizes of garment and heat press sizes)
- 6 Standard Adults (11.5" x 11.5")
- 8 Youth (11.5" x 8.5")
- 10 Images (11.5" x 6.6")
- 12 Images (7.5" x 8.5")
- 15 Images (7.5" x 6.6")
- 54 Pockets (3" x 3.75")



# Dowling Graphics Custom Heat Transfer Ink Color Chart

This Chart is for reference only. Pantone colors shown in print and on computer screens may vary from the actual colors. For the truest color representation, please reference PMS # below in a Pantone Solid Color Formula Guide. If you need a PMS # we do not stock there is a \$30.00 PMS matching charge per color.

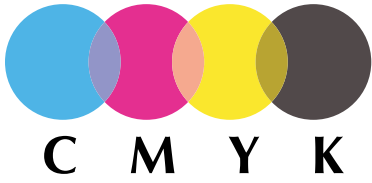
Color names with an \* next to them indicate that these colors need to be underbased to be opaque when used on dark garments. Your artwork and/or your garment choice may hinder the transfer's ability to retain opacity. IF YOU REQUIRE OPAQUE TRANSFERS FOR DARK OR BLACK GARMENTS PLEASE ADVISE YOUR SALES REPRESENTATIVE WHEN YOU PLACE YOUR ORDER.

								
LEMON YELLOW* PMS 107C	LIGHT GOLD* PMS 1235C	151 ORANGE* PMS 151C	FLORIDA ORANGE* PMS 165C	DOLPHIN ORANGE* PMS 1655C	WARM RED* PMS WARM RED C	SUPER RED PMS 186C	NATIONAL RED PMS 193C	SCARLET* PMS 200C
								
CRIMSON PMS 194C	MAROON PMS 505C	FUSCHIA PMS 228C	NEW MAGENTA PMS 216C	PINK 232* PMS 232C	PANTHER PINK* NO PMS MATCH	PINK 230* PMS 230C	LAVENDER* PMS 530C	2592 PURPLE* PMS 2592C
								
PURPLE PMS 2685C	MOD PURPLE PMS 269C	NAVY BLUE PMS 289C	FLAG BLUE PMS 288C	REFLEX BLUE* PMS REFLEX BLUE	ROYAL BLUE PMS 286C	LIGHT ROYAL* PMS 285C	MARINE BLUE* PMS 7455C	AQUA* PMS 637C
								
BRIGHT BLUE PMS 299C	WINTER BLUE PMS 2925C	LIGHT MARINE BLUE* PMS 283C	LIGHT BLUE* PMS 2975C	TURQUOISE* PMS 320C	TEAL PMS 3282C	LIME GREEN* PMS 375C	SPRING GREEN* PMS 354C	DALLAS GREEN PMS 348C
								
HOLIDAY GREEN* PMS 356C	KELLY GREEN PMS 3435C	FOREST GREEN PMS 5605C	WHITE	RUSSELL GREY PMS COOL GREY 4C	DARK GREY PMS COOL GREY 8C	CHARCOAL GREY PMS COOL GREY 11C	BLACK	CREAM PMS 7499C
								
LIGHT TAN PMS 728C	REBEL FLESH PMS 155C	FLESH PMS 474C	KHAKI NO PMS MATCH	OLD GOLD PMS 4505C	SPICE BROWN PMS 7504C	731 BROWN PMS 731C	160 BROWN PMS 160C	MEDIUM BROWN PMS 7525C
								
469 BROWN PMS 469C	FLOURESCENT* YELLOW NO PMS MATCH	FLOURESCENT* RED NO PMS MATCH	FLOURESCENT* MAGENTA NO PMS MATCH	FLOURESCENT* BLUE NO PMS MATCH	FLOURESCENT* ORANGE NO PMS MATCH	FLOURESCENT* GREEN NO PMS MATCH	METALLIC GOLD NO PMS MATCH	METALLIC SILVER NO PMS MATCH

FLUORESCENT INKS ARE TRANSPARENT. Line weights and ink areas using fluorescent inks must be at least 6 pts in width to maintain a 2pt underbase that is crimped in on the edges. The area without underbase will not be opaque.



# What Is The Difference Between Spot Color and 4 Color Process When Printing Transfers?



4 Color Process printing is the way that photo realistic images are printed using only tiny dots of 4 ink colors. These colors are Cyan, Magenta, Yellow and Black (CMYK) and when used in combination

with each other they trick your eyes into seeing the image as having a life like full color appearance. Most brochures and posters are printed using this method. It can produce very fine details with subtle shading and life like images.

Spot color printing is often more cost effective than 4 color process printing due to lower minimum order requirements for the printing process.

Spot color printing is where you have premixed ink in specific colors



Example of Spot Colors from a printer

instead of creating the appearance of different colors by blending CMYK dots together in various combinations. Spot color inks are usually mixed from actual colored pigments to meet a specific color appearance. Most spot colors are standardized using PMS (Pantone Matching System) numbers for specifying what your ink color should look like. Pantone assigns a number to each of over a thousand different colors so that commercial printers can easily print a design in your color of choice.

By using a Pantone Guide both you and the printer will each be looking at the same color even if you are in different locations.

So if you want to print Pink 232, for instance, the pink color you see in your Pantone guide for that number and the ink the printer uses to print with will be the same color pink.

Spot color printing is usually best for printing projects where you only see a few specific colors in the image, and where there is not a



Example of Spot Colors in Pantone Book

lot of very fine detail or subtle color shading. Designs with no or very little shading along with simplified non-life like images are best for producing using spot colors.



Example of a Four Color Process Image



Example of 4 Color Process Halftone Dots enlarged to show detail



Example of a 5 color design  
Brown, Tan, Turquoise,  
Purple and Pink



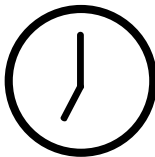

# General Pressing Instructions:

There are guidelines but no set rules when applying heat transfers. Please follow the pressing instructions that we provide with your transfers as close as possible. The temperature is what is required to melt the ink, pressure is needed to push the melted ink into the garment and time is what is needed for the solid to turn into a liquid then back to a solid again. All requirements are key factors to achieving a durable product!




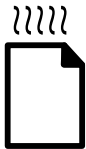
Test before you press! We recommend you order extra transfers and test your machine before you begin pressing your order. If you press a shirt and it does not press properly, STOP and adjust your press. You will need to make adjustments depending on your garments, type of transfer, press and shop conditions. Test your press with the same shirt, do not waist new shirts for testing. We are not responsible for any pressing issues due to inaccurate temperature or pressure.

**Check Your Temperature** The temperature of the heat platen will fluctuate once you begin pressing. It is important that you monitor and compensate when temperature change occur. The most accurate and precise way to determine platen temperature is with a Digital Pyrometer & Surface Probe. Paper Temperature Test Strips can also be used and are less expensive. \*DO NOT USE AN IR (INFRARED) NON CONTACT LASER GUN - Thermometers do not get accurate readings from aluminum platens.

**Check Your Pressure** An easy way for checking the pressure on a manual transfer press is by placing a dollar bill on the front and side edges of the lower platen. Allow each bill to hang halfway over the edge. Lower and lock the upper heat platen onto the lower platen and try pulling the bills out. If the bills pull out, tighten the pressure adjustment knob and repeat the process until the bills do not pull out. When the bills no longer pull out, check your heat and print a shirt.

<b>Polyplasti Transfers for 100% Polyester *</b>			
			
<b>Temperature</b> 325° F	<b>Pressure</b> 50 PSI	<b>Press Time</b> 7-8 Seconds	<b>Peel Hot</b> Do Not Stop While Peeling!

*\*When printing on Cotton or Cotton Blends Please Test Print.  
You May Need To Increase Temperature to 375 Degrees*

<b>Plastisol Transfers</b>			
			
<b>Temperature</b> 375° F	<b>Pressure</b> 50 PSI	<b>Press Time</b> 8-10 Seconds	<b>Peel Hot</b> You can allow spot color transfers to cool slightly before peeling for increased opacity

# Solving Problems With Heat Transfers

## Basic Troubleshooting

<u>PROBLEM</u>	<u>REASON</u>	<u>SOLUTION</u>
Transfer ink is going through the back of the garment	Too much pressure on your heat press.	Check heat press pressure and adjust as needed, or place Teflon sheet inside of shirt.
Opaque Transfers not opaque on 50/50 garments	Temperature is too high or pressing time is too long.	Reduce temperature and/or reduce application time.
Transfer does not adhere to garment.	<ol style="list-style-type: none"> <li>1. Not enough time pressing.</li> <li>2. Not enough pressure.</li> <li>3. Temperature is too low.</li> <li>4. Cold spots on platen.</li> <li>5. Warped or dirty heating platen.</li> <li>6. Defective or worn bottom pad.</li> </ol>	<ol style="list-style-type: none"> <li>1. Increase pressing time.</li> <li>2. Increase pressure as needed.</li> <li>3. Increase temperature.</li> <li>4. Check temperature by using temperature dots.</li> <li>5. Check with a steel ruler or level. Clean platen with a non-abrasive cleaner.</li> <li>6. Replace pad.</li> </ol>
Opaque transfers not opaque on 100% cotton garments.	Too much heat, time or pressure.	Check pressure and pressing time and make necessary adjustments.

**Dowling Graphics, Inc.**

**800-749-6933**

**Local 727-573-5997 Fax 727-572-9714**

**[www.dowlinggraphics.com](http://www.dowlinggraphics.com)**

# Dowling Graphics Four Color Process Tag Run

## What Is A Custom Tag Run?

A Tag Run is a printing method in which multiple four color process designs are placed on a common printing sheet in an effort to provide our customers with affordable, low minimum, high quality custom screen printed four color process transfers.

## Custom Tag Run Advantages

- Tag Runs are very economical, several different customer's jobs can share the same print sheet.
- You only pay for the print space required for your job, not the entire sheet.
- High Quality, will not crack or fade. When applied properly, our screen printed four color process transfers will outlast the garments they are printed on.
- Cost effective, low 300 piece minimum, affordable setup charges.
- Great selling tool. The ability to offer your customers garments that have been decorated with high quality four color process heat transfers will impact your sales dramatically.

## Custom Tag Run Pricing

Transfers for White/Light shirt colors

300 pieces 11.5" x 11.5"      \$1.12 each

300 pieces 11.5" x 14.5"      \$1.68 each

Left Chest transfers 3" x 3.5" available with order only \$0.28 each

Prices do not include art, color corrections/separations, film or multiple cuts within the print area. Other transfer sizes also available.

*For more information or to place an order please contact your Sales Representative.*

# POLYPLASTI TRANSFER

## 2024 PRICE LIST

### SIZE 1: 11" x 11.5" IMAGE AREA

	25-49	50-99	100-249	250-499
1 COLOR	\$2.46	\$2.18	\$1.92	\$1.84
2 COLOR	\$6.07	\$4.77	\$3.93	\$3.36
3 COLOR	\$6.89	\$5.57	\$4.71	\$4.00
4 COLOR	\$7.47	\$6.05	\$5.21	\$4.49
5 COLOR	\$8.17	\$6.71	\$5.88	\$5.13
6 COLOR	N/A	\$7.23	\$6.41	\$5.63
7 COLOR	N/A	N/A	N/A	\$6.24

### SIZE 2: 11" X 17" IMAGE AREA

	25-49	50-99	100-249	250-499
1 COLOR	\$2.94	\$2.61	\$2.31	\$2.23
2 COLOR	\$6.75	\$5.42	\$4.53	\$3.94
3 COLOR	\$7.67	\$6.32	\$5.42	\$4.67
4 COLOR	\$8.34	\$6.88	\$5.99	\$5.22
5 COLOR	\$9.11	\$7.61	\$6.73	\$5.93
6 COLOR	\$9.76	\$8.08	\$7.34	\$6.51
7 COLOR	N/A	N/A	\$8.08	\$7.19

### SIZE 3: 13" X 23" IMAGE AREA

	25-49	50-99	100-249	250-499
1 COLOR	\$4.16	\$3.54	\$3.25	\$3.12
2 COLOR	\$8.58	\$7.08	\$6.05	\$5.37
3 COLOR	\$9.74	\$8.21	\$7.14	\$6.35
4 COLOR	\$11.06	\$8.93	\$7.86	\$6.92
5 COLOR	\$11.63	\$9.83	\$8.76	\$7.76
6 COLOR	\$12.49	\$10.58	\$9.53	\$8.49
7 COLOR	N/A	N/A	\$10.43	\$9.33

Films \$16.50 Per Color • Screens \$20.00 Per Color • Exact Reorders \$10.00 Reset Per Color

**800-749-6933**

**Local 727-573-5997**

**dowling Graphics inc.**

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# PLASTISOL CUSTOM TRANSFER

## 2024 PRICE LIST

### SIZE 1: 11" x 11.5" IMAGE AREA

	25-49	50-99	100-249	250-499
1 COLOR	\$1.84	\$1.57	\$1.30	\$1.23
2 COLOR	\$2.50	\$2.30	\$2.02	\$1.79
3 COLOR	\$3.33	\$3.11	\$2.81	\$2.42
4 COLOR	\$3.90	\$3.59	\$3.29	\$2.92
5 COLOR	\$4.59	\$4.25	\$3.96	\$3.56
6 COLOR	N/A	\$4.77	\$4.49	\$4.05
7 COLOR	N/A	N/A	N/A	\$4.67

### SIZE 2: 11" X 17" IMAGE AREA

	25-49	50-99	100-249	250-499
1 COLOR	\$2.33	\$2.00	\$1.70	\$1.61
2 COLOR	\$3.06	\$2.84	\$2.51	\$2.25
3 COLOR	\$3.99	\$3.74	\$3.39	\$2.97
4 COLOR	\$4.66	\$4.31	\$3.96	\$3.54
5 COLOR	\$5.43	\$5.03	\$4.70	\$4.25
6 COLOR	\$6.09	\$5.50	\$5.32	\$4.81
7 COLOR	N/A	N/A	\$6.05	\$5.50

### SIZE 3: 13" X 23" IMAGE AREA

	25-49	50-99	100-249	250-499
1 COLOR	\$3.24	\$2.61	\$2.33	\$2.19
2 COLOR	\$4.22	\$3.83	\$3.36	\$3.01
3 COLOR	\$5.38	\$4.97	\$4.45	\$3.99
4 COLOR	\$6.70	\$5.68	\$5.16	\$4.56
5 COLOR	\$7.26	\$6.57	\$6.05	\$5.39
6 COLOR	\$8.12	\$7.32	\$6.84	\$6.12
7 COLOR	N/A	N/A	\$7.74	\$6.97

Films \$16.50 Per Color • Screens \$20.00 Per Color • Exact Reorders \$10.00 Reset Per Color

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**Local 727-573-5997**

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# PLASTISOL SHEET RUN

## 2024 PRICE LIST

SPOT COLOR	SHEET SIZE 4: 23.5" x 36" IMAGE AREA				
	100-299	300-499	500-749	750-999	1000-1499
1 COLOR	\$5.00	\$3.70	\$2.99	\$2.78	\$2.58
2 COLOR	\$5.94	\$4.61	\$3.63	\$3.39	\$3.12
3 COLOR	\$7.08	\$5.69	\$4.57	\$4.22	\$3.89
4 COLOR	\$8.03	\$6.51	\$5.19	\$4.78	\$4.38
5 COLOR	\$9.17	\$7.51	\$5.97	\$5.50	\$5.04
6 COLOR	\$10.17	\$8.39	\$6.65	\$6.12	\$5.60
7 COLOR	\$11.30	\$9.34	\$7.45	\$6.88	\$6.14
8 COLOR	N/A	\$10.17	\$8.06	\$7.39	\$6.74
9 COLOR	N/A	N/A	\$8.77	\$8.05	\$7.32
10 COLOR	N/A	N/A	N/A	\$8.56	\$7.77

4 COLOR PROCESS FOR WHITE AND LIGHT GARMENTS	SHEET SIZE 4: 23.5" x 36" IMAGE AREA				
	100-299	300-499	500-749	750-999	1000-1499
4 COLOR	\$10.73	\$7.74	\$6.25	\$5.74	\$5.22
5 COLOR	\$11.86	\$8.77	\$7.17	\$6.60	\$6.02
6 COLOR	\$12.87	\$9.66	\$7.86	\$7.23	\$6.58
7 COLOR	\$14.01	\$10.69	\$8.65	\$7.97	\$7.29
8 COLOR	\$14.96	\$11.51	\$9.30	\$8.55	\$7.79
9 COLOR	N/A	\$12.43	\$9.99	\$9.21	\$8.43
10 COLOR	N/A	N/A	\$10.64	\$9.79	\$8.94

*FILMS \$27.50 PER COLOR*

**4 COLOR PROCESS** - 4 Color Process transfers printed without the use of a White Highlight plate to accentuate the design.  
CAN BE APPLIED TO WHITE SHIRTS ONLY

**5 COLOR PROCESS** - 4 Color Process transfers printed using a White Highlight plate to accentuate the design.  
CAN BE APPLIED TO WHITE AND LIGHT SHIRTS

**COLORS 6, 7, 8, 9, & 10** - Using additional spot colors that may be added to a 4 Color Process Transfer to enhance the design.

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SIZE 3  
13" X 23"



SIZE 1  
11" X 11 1/2"



SIZE 4  
(SHEET RUN)  
23.5" X 36"



SIZE 2  
11" X 17"

**DOWLING GRAPHICS, INC.**  
12920 AUTOMOBILE BLVD.  
CLEARWATER, FL 33762  
**800-749-6933**  
[WWW.DOWLINGGRAPHICS.COM](http://WWW.DOWLINGGRAPHICS.COM)